



EPD DIGITAL AWARENESS CAMPAIGN Tender Opportunity

OVERVIEW OF PUBLIC AWARENESS AND CONSUMER EDUCATION CAMPAIGN

EPD has for over the years carried out various public awareness campaigns through various communications platforms including electronic and print media, digital communication, below the line advertising, roadshows and events.

This year, 2020, between October and December, EPD intends to run an integrated Digital awareness campaign where the key message will be on the following;

- Energy Sector Renewable Energy Technologies
- Anti-Tampering and other forms of malpractices
- COVID-19 Preventive measures
- Off-grid products Consumer financing and partnership opportunities
- Digital inclusion in the energy sector Marketplace
- Among others

CAMPAIGN OBJECTIVES

Bearing in mind the multi-stakeholder environment, the Association's communication objectives include:

- Enhanced communication and interaction with the varied audiences on Renewable Energies
- High level of public awareness on Renewable Energy Technologies
- Effective consumer education and awareness
- Positive community attitudes and perceptions towards RE technologies
- Sector Marketplace and workplace best practices
- RE Technologies Brand Cognition
- Value addition
- Stakeholders Relationships and Collaboration
- Corporate Social Responsibility

EXPECTATIONS

In this regard, the Association would like to engage a dynamic agency that can carry out its integrated marketing communication needs including creative development, brand management, event management concept development, digital and social media management, media management, consumer education, public awareness, and community relations and corporate advertising.



The selected communication agency will be expected to from time to time, design and carry out conceptualization, design and production tasks of intended messages, in preferred formats for selected platforms as per EPD Communication strategies to address identified needs and challenges.

AGENCY TASKS

The engaged Agency will carry out the following tasks;

- Messaging
- Concept Designing
- Production
- Languages and interpretations
- Event Management
- Influencers, Models and Ambassadors management
- Media management
- Stakeholder Engagement
- Branding, Advertising and PR
- Media contract management

By this notice, Energy Private Developers (EPD) invites proposals for Provision of Integrated Marketing Communication/Public Relations and Advertising Services. The proposed contract period would be for three (3) Months, with a possibility of extension.

Duly completed proposal documents (technical and financial) marked: 'PROPOSALS FOR CONSULTANCY SERVICES TO UNDERTAKE THE INTEGRATED MARKETING COMMUNICATIONS/PUBLIC RELATIONS AND ADVERTISING SERVICES' Should be mailed to the address; info@epdrwanda.com on or before October 6th, 2020.

Signed,

Sanday KABAREBE
Chief Executive Officer